

The **Quill**

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS

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THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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AT DEADLINE

By R. L. P.

AGAIN this department extends you best wishes for the holiday season and the New Year. Thanks, too, for your many kindnesses during the year, your interest, co-operation and your patience.

The fortunes of THE QUILL have again been entrusted to these hands, as you may or may not have noted, and we'll try to profit by past mistakes and experiences to prepare a better magazine for you in 1938.

WHY Jayhawks? We've been wondering about that term for Kansans these many years. One of our objectives on the recent trek to Topeka for the annual convention of Sigma Delta Chi was to do a little research pertaining to Jayhawks—perhaps even a little hunting.

On arriving in Topeka, the aid of Prof. John J. Kistler, of the University of Kansas; Marco Morrow, Nelson Antrim Crawford and others was enlisted. The general upshot was that we discovered there are about as many versions of the origin of the Jayhawk as there are differences of opinion as to who's right in a free-for-all fight.

It appears that the term originated during the bloody strife between the slavery and anti-slavery factions in Kansas and Missouri before and during the War Between the States. The name "Jayhawkers" was applied to a group of Free State settlers in Kansas who organized to protect themselves from raiding bands from Missouri. A Kansas regiment bore the name through the war.

The first drawing of the bird is said to have been made by Henry Malloy in 1911. He was an art student at the University of Kansas and staff cartoonist for the *Jayhawker* and the *Daily Kansan*.

Hundreds of different Jayhawks appeared from that time on. The most popular of them all—and the one now used for stickers, jewelry, pitchers, etc.—was drawn by Jimmy O'Bryan about 1922.

Most of the delegates to the convention went home with Jayhawk stickers plastered all over their luggage.

[Continued on page 23]

Newsgathering in a Frenzied Era

Correspondents Juggle Dynamite Daily In Dispatches Reporting World's Ills

By HUGH BAILLIE

President, United Press Associations

THESE are wild and gusty days. Days of undeclared wars, pirate submarines and airplanes, international crises which should certainly start wars—by all the lessons of history—but don't, days of labor unrest on an unequaled scale, days of dictatorship vs. democracy on many fronts, days of unprecedented spectacles.

News reporters are working under a pressure and responsibility that has increased tremendously with the heightened clash of economic and social ideas.

Foreign correspondents in responsible posts are required to juggle dynamite almost daily. They have to handle dispatches which if mishandled or distorted might result in very serious international consequences.

I notice that when Lord Beaverbrook arrived in New York recently he said there was not going to be any European war. He meant a full-dress war as differentiated from the limited wars which are now in progress. I hope that Beaverbrook is right and in this connection I must say that his judgment coincides with that of many other alert European observers. Nevertheless, when you have submarines on the loose, airplanes dropping bombs carelessly, armies fighting in strange countries, new alliances in process of organization, you have all the ingredients of war. And with a little lack of restraint on the part of the newspapers and news reporters, affairs

might be set in motion which would lead to war.

It is almost impossible to exaggerate how very touchy some governments are today. A newspaper dispatch published in one country might start a series of retaliatory dispatches from another which would inflame the populace to the point of war.

The greatest factor against war today is the lack of a will-to-war on the part of the masses of people, regardless of the attitude of their government. If a will-to-war actually got started among the people—and the momentum could easily be supplied by the prodding of inflammatory dispatches in newspapers—the outbreak of hostilities on a big scale would be very much more likely than it is today.

GO back seven or eight years and you'll think there was practically nothing going on in the world. The other day I looked up a big city paper of 1929 just to see if there was any difference, and what did I find?

Not a word of wars, international crises or strikes. The big stories of the day were about some fliers 2,000 miles out on their hop for the Fiji Islands; a Senatorial candidate candidate testifying as to how much he spent winning the Republican nomination; a flier named Stultz and a girl preparing for an Atlantic hop. (The girl was Amelia Earhart.)

No sit-downers, no labor strife, no



Hugh Baillie

big military campaigns, no nations threatening each other. No excitement in Wall Street, except that a lot of people were getting rich, or felt they were.

Contrast that with today's news and you will realize what a terrific acceleration there has been in the speed and tempo of life, and of the news, in the last five or six years. There has been nothing to match this era, with the exception of the World War years, and at that time all interest was concentrated and focused on one objective. The nation worked and moved as a unit. All the news was of one kind.

Today the news breaks and swirls in all directions and changes from day to day. And as far as war is concerned, incidentally, in 1914-1918 the *United Press* had at the most five or six war correspondents at the front. Today we have 25 full-time war cor-

THIS timely, lively, and informative analysis of the problems of newsgathering and handling in troubled times—the responsibilities of those engaged in journalism in times of stress and the difficulties and obstacles they must face in carrying out their obligations—was presented by Hugh Baillie, president of the United Press Associations and National Honorary President of Sigma Delta Chi, at the recent convention of the organization. Mr. Baillie has been actively engaged in journalism since leaving the University of Southern California in 1910. He began as a reporter with the *Los Angeles Herald*, shortly thereafter going to the *Los Angeles Record*, where he remained until 1915. It was in the latter year that he became manager of the *United Press* bureau in Los Angeles. In the five years that followed he served with the *Los Angeles*, *San Francisco*, *Portland*, *New York* and *Washington* bureaus of the UP. In 1920 he was made general news manager. He became sales manager in 1924, vice-president and general manager in 1931, and president in 1935.

respondents at the various fighting fronts and 25 or 30 more special or part-time correspondents helping out. War expense today is many times what it was during the World War. That's because in the World War everything was regulated, the war correspondents were put in uniform and taken around in staff cars, out to see the battle and back to hand their dispatches to the censors. In these little undeclared wars of today it's a case of every man for himself.

Since Mussolini went in Ethiopia two years ago we have had three such wars, in Ethiopia, Spain, and China, not counting the Mediterranean submarines, the recent massacre in the Dominican Republic, and such odds and ends of fighting, and the *United Press* has found on the expense accounts of its war correspondents such items, as camels, airplanes, automobiles, and strings of motorcycles for establishing courier systems.

PEOPLE, the average people, of this country are far better informed, more sophisticated, more enlightened, more cynical if you will, certainly more skeptical and more self-willed mentally, than ever before. They know their own minds better than they used to, the percentage of the gullible in the population has declined greatly.

Many factors enter into this, no doubt. Faster travel has a lot to do with it. More people travel than formerly, and they travel farther and see more. The radio has a lot to do with it. By means of radio, people find themselves right on the spot when big events occur, they hear the actual voices of figures in the news. Radio also has developed into a great and important medium of news dissemination. Sound newsreels have a lot to do with it. Far away scenes and catastrophes and battles and royal pageants are brought right into your lap at the movies. All these have helped.

But the greatest single factor in keeping the people informed and enlightened is **NEWS**, and **NEWSPAPERS**. It is the outstanding job of straightaway, objective news reporting that is being done day in and day out by the working newspapermen of this country that is keeping the people adequately and clearly informed of what is happening in this maelstrom in which we find ourselves today.

YOU hear a lot of talk about propaganda. And certainly, it is all very well founded. Because I don't believe there was ever a time when such a determined effort was being made to put propaganda across, as right now. But the propaganda drive hasn't gotten

to first base in the newspapers of America. And why? Only because the working press, and the desk men, and the publishers, have been on guard against it and have fought it off and resisted it all along the line.

I don't say that the news is kept entirely free from propaganda, because we all know it isn't. But the percentage of propaganda that gets into the news is infinitesimal compared to the effort which is being made to get it in, and compared to the amount that would get in if it were not for the eternal vigilance and unflagging energy of those interested in keeping it out.

A tremendous responsibility rests on the newspapermen of this country in this connection. These are days of strong convictions, and newspapermen can't be expected to keep free of having strong convictions themselves. But what they can do, and what they are expected to do, is to keep these convictions out of the news they write.

On the whole, they do a very good job of it. There may be occasional traitors who try to use their jobs to sneak propaganda into the news, to slant or angle stories to suit their own purposes. Up to now at least, they have usually been found out, and furthermore they have merited the contempt of their associates. I trust the day never comes when, because of any development of the future, such traitors to journalism will have the support and sympathy of their associates, or their employers will be shackled in purging journalism of such. That day would be an evil one for human liberty in this country.

CONSTANT efforts are being made to slip a halter over the head of the press. Unless you keep pretty close watch, you have no idea of the extent of these efforts, or how they materialize. For instance, Premier Aberhart in the Province of Alberta, Canada, succeeded in driving through the legislature a bill giving to the government drastic control of the daily and weekly publications of the Province. Aberhart's scheme to license the press was halted only when the Lieutenant Governor, representing King George VI, denied royal assent to the bill.

In our own country last year you will remember the Supreme Court decision outlawing the attempt of Louisiana to impose a tax on newspapers which the Court described as "a deliberate and calculated device in the guise of a tax to limit the circulation of information to which the public is entitled by virtue of the constitutional guarantees."

The Minnesota "gag" law was an-

other attempt by state officials to gain control of the press. Under this edict a newspaper which exposed corruption in government might have been enjoined from publication as a "malicious, scandalous and defamatory newspaper," until the Supreme Court of the United States voided the law.

At the present time the state of Arizona is proposing to levy a sales tax on newspapers, under which a newspaper could not operate beyond the twentieth of each month without paying the tax for the preceding month. The newspaper's license would be revoked unless the tax were paid. This law is now being contested in a federal court in Arizona, on the ground that such power of taxation over newspapers violates freedom of the press. In my opinion, any law which puts the press under license is an obvious step toward government control of the press. And when you have that, you can kiss liberty goodbye.

A paper has just been suppressed in Montreal, under a government "padlock law." This was a Communist paper. No matter what your attitude on Communism, the point here is that if the government has power to suppress a paper for expressing one political point of view, tomorrow's government will find it easier to appropriate power to suppress a paper expressing a different point of view. The dangerous element is establishment of the principle that certain of men's political, social, economic beliefs should be choked off.

THERE are all kinds of propaganda, beginning with that emanating from the open and aboveboard press agent, who used to be a newspaperman himself. The arrival of a couple of wastebaskets full of handouts is a daily event in most newspaper offices. Then there is the more subtle pressure group. These groups work on the editor direct. Sometimes very openly, passing resolutions, and the like. At other times via the telephone, or by having indignant readers shower down letters.

In the international field, the pressure group idea expands into more direct pressure of a kind that can't be so easily disposed of. Many foreign correspondents know what it is to be invited to the ministry to explain their dispatches. This is not pleasant and if the correspondent is susceptible to that kind of pressure, it would not be unnatural for him to begin watching his step. Occasionally an example is made, and somebody is deported. Or, having left the country, he finds he can't get back.

[Continued on page 20]

Pictorial Journalism In the Weekly Field

By FORREST B. JENSTAD

NO one ever has denied that local pictures with timely news pegs are circulation builders for the weekly newspaper. Usually, however, the cost of cameras, films, bulbs, developing and engraving has been a big headache for the gentleman who signs the checks.

Confident the check-writer's aversion to photos could be overcome—or at least dulled somewhat—with the proper headache powders, the *Hennepin County Review*, of Hopkins, Minn., breezed out upon the picture trail for weeklies and established a miniature art department last February. The start was made with a column-one, page-one strip of five to six pictures. In nine short months the picture strip—at least in our case—has proved the theory that pictures are for the small paper as much as for the larger sister of the daily field.

Hopkins, with a population of 4,300, is the leading suburb of Minneapolis, located halfway between the city and famous Lake Minnetonka. Hence, the *Review* is directly under the guns of three metropolitan dailies only ten miles away. Under the proprietorship of J. L. Markham since 1928 the paper has grown and acquired new

prestige yearly. But the need for something more than lively editorial and news content became apparent, and local pictures, long a stimulus for sad head-shaking, were finally brought once more to the discussion-table.

THE publisher went into a series of huddles with the head of a large Minneapolis engraving plant. Weeks of conniving and pencil sharpening finally produced the following proposition: Engraver to furnish six 12-em cuts weekly for \$5, on a yearly contract basis. He protested that he'd lose money making cuts at this rate for only one or a few papers, but agreed with us that a score or more of other nearby weeklies might want the deal if it proved successful with us. Since we inaugurated the plan he has signed more than 40 newspapers about the state as regular customers.

What about equipment? For \$45 we bought an Eastman 616 camera with an f.4.5. lens, equipped with a synchronized flash device; its prints are a little under three by five inches, it gets the picture under all lighting conditions, it focuses at four to a hundred feet, and it's fast enough for the



Forrest B. Jenstad

speediest action any camera man wants to stop.

What about a photographer? No one on the staff could qualify even as an amateur. That's where I came in. I had taken perhaps half a dozen box-camera snapshots in my life, and didn't even know how to roll a film. But a few easy lessons, taken from the engraver himself under practical conditions, enabled me to get my start as a "professional"—professional in quotation marks—photographer, and in the following several months I had a barrel of fun scheming out and shooting the weekly picture strip.

When we started taking our own pictures, doubting Thomases assured us within two months we would exhaust the picture possibilities in our little town. On this prediction we've enjoyed many a low chuckle. Today the paper has scores of shots scheduled ahead for weeks, and the ideas are cropping up on the assignment book three times faster than they can be used.

Willing subjects are legion. Behind the thinly-veiled protests ("Oh-h-h-h, you aren't going to take my picture . . . Uh, are you?") the public is going for the idea in a big way. If it's true that everybody wants his name in the paper, we found it almost as true that anybody would give an eye tooth to get his picture into print.

Dozens of suggestions for pictures come in every week. These we add to our own list, sifting the wheat from the chaff. Then we take eight to ten of what promise to be the best shots. Using photographic clarity as our guide, we finally narrow the field down to six.

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IN this modern picture age no enterprising weekly newspaper can afford to be without its quota of pictures of local subjects. Nor, as this informative article points out, need it be.

Forrest Jenstad, a senior in the Department of Journalism at the University of Minnesota, tells an interesting story of the way in which the *Hennepin County Review*, of Hopkins, Minn., has entered the field of pictures. Though still an undergraduate, he has had a variety of journalistic experiences. While a junior in the Wimbledon, N. D., high school he became a printer's devil for the *Wimbledon News*. Moving to Hopkins, Minn., he began working on the *Hennepin County Review* shortly before his graduation from high school. This connection continued on a part-time basis when he entered the university. He formerly edited *The Crier*, monthly news-magazine in Minneapolis. Last fall he worked as a reporter on the *Minnesota Daily* and now is associated with *Education News*.

Jenstad won the Northwest Daily Press Association Scholarship of \$100 last spring. He is president of the Minnesota chapter of Sigma Delta Chi and represented it at the recent convention in Topeka. This article was presented as a part of the convention program.

Honored by Sigma Delta Chi at Topeka Convention



W. W. Loomis

President of the Citizen Publishing Co., La Grange, Ill., and president of the National Editorial Association, Mr. Loomis was named national honorary president of Sigma Delta Chi.



Chester H. Rowell

Mr. Rowell, distinguished editor of the San Francisco Chronicle, was singled out by the fraternity as the recipient of the annual national honorary membership.



Ralph L. Peters

Mr. Peters, who has served the fraternity seven years as editor of The Quill and one year as an Executive Councilor, was named national president. He is Roto Editor of The Detroit News.

Sigma Delta Chi's 22nd Convention

By **JAMES C. KIPER**

Executive Secretary, Sigma Delta Chi

DELEGATES to the twenty-second national convention of Sigma Delta Chi, in session November 11-14 at Topeka, Kan., endorsed with few exceptions revisions of the fraternity's constitution as proposed by the Executive Council following a year's study of recommendations by special committees.

The proposal, while it does not in any way alter the basic organizational plan which the fraternity has followed since its founding, does tend to strengthen the professional character of the organization through a reclassification of membership and broadened scope of professional activity. The proposed revisions are now being drafted into constitutional and by-law form and will be submitted to undergraduate and alumni chapters for a referendum vote. Details of the proposal were presented to the entire membership in a recent issue of the *Synoptic*.

THE proposed revisions center on the recommendation to provide a class of membership to be known as "Professional," to be applicable to those mem-

bers engaged in "reporting or editorial work in newspaper, magazine, press or syndicate service, professional or business publication offices; or in journalistic research, journalism teaching radio news preparation, or the preparation and dissemination of public information, excepting advertising."

Undergraduate members would become eligible for "Professional" membership after engaging at least two years in one or more of the above classes of work and thereafter making application to the Executive Council. Men actively engaged in any of the above classes of work could gain admission to the fraternity as "Professional" members upon election by chapters after approval by the Executive Council.

The present "Associate" class of membership, the designation applied to men elected from the practical field, would, under the terms of the proposal, be applied to those members who leave the professional field as above defined. "Associate" members could regain "Professional" membership by re-entering the professional field.

College chapters would be known as "Undergraduate" chapters, and present alumni chapters would be designated as "Professional" chapters to be composed of both "Professional" and "Associate" members. No change will be proposed in the "National Honorary" class of membership, to which one man is elected by the national convention each year.

Adoption of the proposal for new classifications of membership will eliminate the general term "Alumni," now applied to members after graduation, and considered meaningless in a professional organization such as Sigma Delta Chi.

The proposal to substitute the word "Society" for "Fraternity" was discussed at length with opinion rather evenly divided. This proposed change, originally submitted as one means of increasing the professional strength of Sigma Delta Chi in the practical field, will be submitted in the referendum proposal without comment.

ONE of the most significant acts of the convention was the adoption of a resolution which re-affirmed Sigma

The Organization's Vice-Presidents for the Next Year



Ralph L. Crosman

The newly elected vice-president in charge of expansion, Mr. Crosman, is Director of the College of Journalism at the University of Colorado. He has been chairman of the Scholarship Award Committee of the fraternity for the last three years.



Irving Dilliard

Mr. Dilliard, an editorial writer for the St. Louis Post-Dispatch was re-elected to the important post of vice-president in charge of alumni activities.



Elmo Scott Watson

After serving the fraternity as an Executive Councilor and as national secretary, Mr. Watson, editor of Publisher's Auxiliary and widely known writer of historical features, was named vice-president in charge of undergraduate affairs.

Delta Chi's status as an organization to uphold and improve ethical and professional standards of journalism, expressed its desire to aid in an effort to improve the relationship between employer and employe, and disclaimed any intention of committing itself to either a pro-labor or anti-labor program being carried on now or in the future by other journalistic groups of either employes or employers.

The resolution embodying these points reads:

"Whereas, Sigma Delta Chi was established as an organization to uphold and improve the ethical and professional standards of journalism; and

"Whereas, Its membership consists of both employes and employers and Sigma Delta Chi thus has provided a common meeting ground for both groups in the past; and

"Whereas, A general re-organization plan embodying basic changes in the alumni and undergraduate chapters has been proposed to the membership;

"Therefore, Be it resolved that this re-organization plan shall be construed as an effort to improve the relationship between employe and employer by strengthening the alumni and undergraduate chapters and not to commit Sigma Delta Chi to either a pro-labor or anti-labor program which now is being carried on or may be carried on in the future by other journal-

istic groups of either employes or employers."

The convention recommended to the Executive Council that this statement of policy be included in the preamble of the re-organization plan if adopted by the Executive Council and submitted to the membership for its approval or rejection.

RALPH L. PETERS, roto editor of the *Detroit News*, and editor of *THE QUILL* since 1930, was elected national president, succeeding Tully Nettleton, Washington editorial writer for the *Christian Science Monitor*, who becomes chairman of the executive council. Peters, who was graduated from Ohio State in 1926, served as an executive councilor in 1930.

Irving Dilliard, St. Louis *Post-Dispatch* editorial writer, was re-elected vice-president in charge of alumni affairs; Elmo Scott Watson, editor of the *Publishers' Auxiliary* and national secretary of Sigma Delta Chi last year, was elected vice-president in charge of undergraduate chapter affairs; Ralph L. Crosman, head of the University of Colorado College of Journalism and for the last three years chairman of the fraternity's Scholarship Award Committee, was named vice-president in charge of expansion.

Willard R. Smith, state manager of *United Press* in Wisconsin, was re-elected national treasurer, and George

A. Brandenburg, Chicago correspondent for *Editor & Publisher*, and an executive councilor last year, was named national secretary.

Marco Morrow, assistant publisher of Capper Publications of Topeka, Kan., was renamed an executive councilor. The other three executive councilors elected at Topeka, new in the official family, are Palmer Hoyt, managing editor of the Portland *Oregonian*, Charles E. Rogers, head of the Kansas State College department of journalism, and Oscar I. Leiding, *Associated Press*, New York City.

Laurence H. Sloan, vice-president of Standard Statistics Co., Inc., New York City, was elected to succeed himself for a four-year term as trustee of The Quill Endowment Fund. Sloan, first national president and a co-founder of Sigma Delta Chi, has served continuously since 1924 as a trustee of the fund.

THE fraternity's highest honor to a non-member, that of election to national honorary membership, was conferred on Chester Rowell, editor of the *San Francisco Chronicle*.

In recognition of distinctive service to the weekly newspaper field, the convention elected William W. Loomis, editor and publisher of the *LaGrange (Ill.) Citizen*, national honorary president. Mr. Loomis has long been an officer of the National Editorial Associ-

Named to Serve in Three of Fraternity's Major Offices



Laurence H. Sloan

Mr. Sloan, vice-president of Standard Statistics, Inc., New York, a co-founder of the fraternity, was re-elected a trustee of The Quill Endowment Fund, to serve a four-year term.



George A. Brandenburg

A veteran in fraternity affairs who has served as an Executive Councilor, vice-president in charge of undergraduate activities, and treasurer, Mr. Brandenburg, Chicago correspondent for Editor & Publisher, becomes national secretary.



Willard Smith

Mr. Smith, state manager for the United Press in Wisconsin, was re-elected national treasurer. He has also served as an Executive Councilor.

ation, and is now that organization's national president.

James C. Kiper was renamed executive secretary in charge of the fraternity's national headquarters, the Personnel Bureau and business affairs of THE QUILL.

Tully Nettleton, retiring president, was awarded the Wells Memorial Key, presented annually for outstanding service to the fraternity.

THE convention accepted the report of a special finance committee which recommended a membership fee of \$15 for both undergraduate and associate initiates. The present fees for undergraduate and associate initiates are \$19 and \$25 respectively, the latter including a life subscription to THE QUILL. In recommending the lower fee the committee reported that the income to the general operating fund of the fraternity would be considerably decreased, but advanced probable means of overcoming the loss.

In recommending the fee reduction, the committee, appointed by President Tully Nettleton before the convention, stated its belief "That Sigma Delta Chi wants to relieve the undergraduate of as much financial obligation as is consistent with operation of the fraternity on a basis which will bring benefits, both tangible and intangible, to the individual members. It believes that alumni of the fraternity, because the fraternity is serving them and can

serve them better, should contribute more to its treasury."

The committee's recommendation not only took recognition of wishes of Sigma Delta Chi's chapters, but also trends on campuses throughout the country in regard to fees of professional and honorary fraternities.

Inasmuch as the change necessitates amendments to the agreement between the fraternity and the trustees of THE QUILL Endowment Fund, the convention took no definite action to lower the fee. The matter will be submitted to chapters for vote in a referendum, and it is expected that the new fee will go into effect soon after the first of the year.

THE F. W. Beckman award for Chapter Efficiency was awarded to the University of Washington chapter, which had a standing of 93 in the contest. The standings of other chapters ranking in the top 12 were: Iowa State, 91; Indiana, 90; Oregon State, 89; Penn State, 88; Northwestern, 87; Wisconsin, 86; North Dakota, 84; South Dakota State, 82; Butler, 81; Drake, 80, and Marquette, 74.

The Kenneth C. Hogate Professional Achievement Award, given to the chapter having the greatest number of its graduates of the last five years in active journalistic work, was won by the Stanford chapter which has 79 per cent of its graduates of the last five years in journalistic pursuits. In the

top ten were also the following chapters: Drake, 75 per cent; Oklahoma, 70 per cent; Indiana, 67 per cent; Ohio State, 66 per cent; Penn State, 65 per cent; Colorado, 62 per cent; Southern Methodist, 61 per cent; and Northwestern and the University of Washington, both 58 per cent.

LOCAL arrangements for the convention were made by the Kansas University chapter, headed by John J. Kistler, chapter adviser, and Kenneth L. Morris, president; the Topeka Alumni chapter, Ralph T. Baker, president, and Marco Morrow, executive councilor. Those attending the convention found a full round of entertainment, flavored with Kansas hospitality which won't be forgotten.

Festivities began Thursday evening, November 11, with a smoker and buffet dinner with the Topeka Press Club and the Topeka Alumni Chapter as hosts. Here delegates were given an opportunity to examine a portion of the newspaper collection of the Kansas Historical Society. The collection, which includes files of present-day newspapers from the entire United States and some foreign countries as well as authentic files of many of the earliest newspapers published in this country, is said to be second only in scope to the collection in the Library of Congress.

The convention was formally opened Friday morning, with President Net-



Candid Flashes From Topeka



Happy indeed were Sydney Kossen and David Botsford (upper left) whose respective chapters, Washington and Stanford, won the coveted Beckman and Hogue awards. Pictured directly above are Donald D. Hoover and George Simons, alumni delegates, and Elmo Scott Watson, national secretary, in a huddle.



President Tully Nettleton (upper right) receives a unique gavel, fashioned in the pattern of the doubt "T" of the Cherokee alphabet, from Dale O. Simpson, delegate of the Oklahoma chapter, of which Nettleton is an alumnus. The picture directly above shows tardy delegates settling up their "fines."



A merry breakfast party (center) admires the noble Jayhawk. Above is a banquet shot showing, from left to right, Henry J. Allen, President Nettleton, William Allen White and Irving Brant. James C. Kiper, executive secretary, is standing. At the right he rests his aching "dogs" while Stuart Long, Austin, Texas, alumnus, spins a tall tale.



Photos by Dick Gearhart, Oregon State

These Four Men Were Elected National Councilors for Year



Marco Morrow

Mr. Morrow, general manager of the Capper Publications and an Executive Councilor of Sigma Delta Chi, played an important part in shaping arrangements for the Topeka convention. He was re-elected.



Palmer Hoyt

Mr. Hoyt, managing editor of the Portland Oregonian, joins the official family of Sigma Delta Chi as a member of the Executive Council.



Charles E. Rogers

Another new member of the Executive Council is Prof. Rogers, head of the Department of Journalism at Kansas State College since 1925, save for two leaves of absence.

tleton presiding. Mayor Herbert G. Barret of Topeka welcomed the delegates to Topeka, following which reports of officers were read and committees were appointed.

The Friday afternoon session included round table discussions of chapter activities and publications by undergraduate delegates; a discussion of alumni affairs by alumni delegates, and a discussion by the full convention of the terms of the proposal to revise the constitution of the fraternity. At this session, two talks were made by undergraduate delegates: "Pictorial Journalism in the Weekly Field," by Forrest B. Jenstad, University of Minnesota, and "Defeating Censorship of the College Newspaper," by Joe Belden, University of Texas. The University of Kansas and Topeka Alumni chapters of Theta Sigma Phi were hostesses at five o'clock tea.

DELEGATES, officers and visitors were guests of the two Topeka newspapers, the *Daily Capital* and the *State Journal* at a dinner Friday evening at which many of the most prominent men of Kansas and the nation spoke briefly. These included: Alfred M. Landon, former governor of Kansas; Governor Walter A. Huxman; Henry J. Allen, former U. S. Senator; John S. Dawson, chief justice of the Kansas Supreme Court; T. A. McNeal, of the Topeka *Daily Capital*; Rev. Dr. Charles M. Sheldon, author of "In His Steps"; Dr. E. H. Lindley, chancellor



Oscar Leiding

Serving his first national office in the fraternity, Mr. Leiding is a member of the Executive Council. With the Associated Press since 1925 in various capacities, he is now on the New York cable desk.

of the University of Kansas; Nelson Antrim Crawford, editor of *Household* magazine; Harold Hammond, president of the Kansas Press Association; Prof. L. N. Flint, head of the department of journalism, University of Kansas; A. J. Carruth, Jr., managing editor of the Topeka *State Journal*; Charles H. Sessions, managing editor

of the Topeka *Daily Capital*; Prof. C. E. Rogers, head of the department of journalism, Kansas State College.

Following a brief business session Saturday morning, delegates went by bus to Lawrence to join a meeting of Kansas editors to hear a talk by Hugh Baillie, president of *United Press* and retiring national honorary president of Sigma Delta Chi. Mr. Baillie discussed present-day problems of gathering news in all parts of the world, and urged a vigilance against efforts to halter the press.

Saturday afternoon delegates were guests of the University of Kansas at the K. U.-Kansas State football game. Following the game the entire party returned to Topeka for the convention banquet and to hear William Allen White, renowned editor of the *Emporia Gazette*, and a past national honorary president of Sigma Delta Chi; Irving Brant, editor of the editorial page of the *St. Louis Star-Times*, and Henry J. Allen, editor of the Topeka *State Journal*.

Election and installation of officers, committee reports, and the Service of Remembrance for members who died last year brought the convention to a close Sunday morning.

Delegates, officers and many of the visitors were housed in Hotel Jayhawk, convention headquarters. Approximately 185 attended. The 1938 convention will be held in Madison, Wis.

Past, Present and Future—

By WILLIAM ALLEN WHITE

Publisher, the Emporia (Kan.) Gazette

I HAVE been particularly interested in this discussion we have just heard of the conflict between the Guild and the American Newspapers Publishers Association. It is a typical conflict. It is the conflict between ownership and public interest. It is the gist of all the issues that will come up during your life.

There is something, indeed there is much, to be said for ownership, but ownership without a considerable consideration of public interest, is probably going to be decided by the American people to be an archaic hang-over from feudalism.

Now in our particular business, the newspaper business, I have seen ownership come. When I was a printer 52 years ago the amount of capital that it took to start a daily paper in any town, large or small, was relatively little. It may be fairly said that the amount of capital that it took to start a paper was within the reach, easy reach, of any exceptional, active young fellow who wanted to do so. When I bought the Emporia Gazette, and that was a little town, I could have bought secondhand the machinery that I bought with the paper for about \$700. Now \$700 was not out of the reach of at least a third of the reporters in the town when I came there.

Today to buy the machinery of the Emporia Gazette, which is not any different from that of any paper of a small town, it would take \$75,000, and to run that machinery and man and equip the office to get out a paper and run the paper without very much income

until it became a paying, growing concern, would probably take another \$25,000 or perhaps another \$50,000. That represents what the last 50 years has done, not only in our profession but in every profession.

THE growth of manufacturing capital, the tools of the trade, has taken our profession out of the professional class as far as ownership is concerned and put it into a manufacturing business. Ownership, inevitably, in spite of all we can do, has a certain patrician's pride, a certain consciousness, perhaps a consciousness of our responsibility to the community, but certainly a responsibility to that much of capital which has given us a class consciousness as publishers, and that class consciousness as publishers has in a way separated us from the professional end of our calling. It is inevitable that it must be so. And it has created a situation which you must meet.

I don't think it is a difficult situation. I think it is one that will be solved. I think our country will solve it up and down the whole line, not only in our business but in all businesses, but we will have to find some way in which the professional degree, the training you are taking, the time and energy and aspiration that you have put into your equipment to go into our business, shall be equalized in some way with the capital which employs you. So that you will have, by reason of your interests, certain rights, privileges and immunities that go with your



William Allen White

training and that should be your endowment in your calling.

I don't know how it will be worked out. Perhaps the Guild is the answer. I don't know. It is a problem of our civilization to retain all the benefits of freedom under a rising tendency to aggrandize wealth, and by reason of its aggrandizement, by reason of its tremendous power, to give it special political and ethical advantages in the state, advantages which it does not deserve and which it cannot hold if we remain a free people.

I DO not know about the future of our noble calling. I saw an item in yesterday's paper which disturbed me. It was that item telling about the transference by television in England of the story of the Armistice celebration, where someone heckled the group in the presence of the King. That story was repeated in color and in sound and in motion to 3,000 television sets in Great Britain. Now that of course is done somewhat by the radio, except that they are now sending the pictures with the radio, and motion pictures at that.

What is going to happen when every story that happens is sent like that, and then as it happens during the day they put it on a little disc or cylinder and distribute it at night?

They may junk every linotype. They may junk every press that we know anything about and every dollar's worth of machinery in our business in the next 20 or 30 years and be handling

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THOSE attending the recent convention of Sigma Delta Chi had the privilege of meeting and hearing one of the best known newspapermen of all time—William Allen White, since 1895 the editor and publisher of the Emporia (Kan.) Gazette.

Mr. White was a speaker at the convention banquet, his remarks coming between those of Irving Brant and Henry J. Allen, which appear on the following pages. Speaking extemporaneously, Mr. White's remarks were closely attended by those present. He was asked to amplify and extend his remarks in an article for the convention issue of The Quill but his absence from Emporia, due to a checkup in the East on his health, did not permit him to do so in time for this issue.



Henry J. Allen

MR. BRANT has so gentled for us the picture of the American Newspaper Guild that it isn't easily recognizable.

As I listened to him, I recalled the story of the bereaved widow of Arkansas, who sat at the funeral of her late husband. During the eulogies upon the departed, she leaned across to her little son and whispered, "Slip up there and look in the coffin, I want to know if that's your pa they're talking about."

Mr. Brant left out of his picture of the Guild all the red necks, the heavy jowls, and the beetling brows of the CIO prophets and progenitors of the Guild. He left out any recitation of the methods of terrorization and revolutionary forces, with which the Guild leaders have carried on their strikes against publishers.

He made the Guild a thing of spiritual uplift and social salvage, while picturing the publisher as a lustful devil, who takes his fill of life's gratifications from pursuing with greed and overwork the helpless writing members of his staff. The most regretful thing to me, as I recall Mr. Brant's speech, was that a man of genuine imagination and constructive literary talents should thus make mockery of his real abilities by going outside his own great profession to borrow the roughneck pattern of the coal miner, upon which to build a union for the quickest, most imaginative and most original group of the world's brain workers.

AT about the time Editor Brant was attending the Sigma Delta Chi Convention in Topeka, an effort was launched to establish the Guild in the

This Conflict Between Pu

As Viewed by

HENRY J. ALLEN

Editor, the Topeka State Journal

staff of the Topeka morning daily newspaper, of which Senator Capper is the publisher.

The movement was not launched by any of Senator Capper's able and scholarly men. The effort was promulgated by a railroad switchman, who presented himself as an organizer of the CIO, of which he explained the Guild would be an affiliated body.

The switchman, in presenting the advantages of the Guild to the Topeka reporters, mentioned very few of the benefits emphasized in Mr. Brant's address. He dwelt altogether upon arguments which related to forcing an increase of wages, shortening the hours of labor and lengthening vacations on pay.

The type of appeal was exactly in line with that used by Lewis and his lieutenants in organizing the coal miners, the steel workers, the automobile workers, the longshoremen and the other subsidiary bodies of the CIO.

I talked with one of the reporters, with whom this spirit of John Lewis had wrestled through the discipleship of the switchman. The youngster was obviously a little ashamed. He was still starry-eyed over the picture the switchman had drawn of forcing larger salaries, shorter hours and longer vacations, but he admitted he did not like the company to which the CIO was attempting to introduce him. He still had a nice taste about his position as a news writer and felt that he would be declassing himself a bit if he followed the switchman into a mob union, which found its first justification in an attack upon publisher Capper, under whom this young man had learned his rudiments as a reporter.

THERE can be no quarrel with the reporter's right to organize for the purpose of improving his situation. Moreover, it is his privilege to take up with a mob union and join the sitdowners, the picketers and the sabotage squads, if his tastes run in that direction.

However, this young reporter felt, as I imagine a good many do, that the newspaper writers and the editors belong to a profession. They were educated to be gentlemen of self-control and independent action. Introduced

into the most individualistic of all of life's activities, it has not been supposed that they need the protection of a mob union, which gains its ends through force and massed action.

Most of the brain workers of the world have recognized the need of relating themselves for self-protection and self-improvement. The members of the college faculties have established the American Association of University Professors. It has for its purpose the safeguarding of the individual rights of the members under any rules that govern their professional activities, of building a useful set of teaching traditions, of improving their professional standing, and of making their association serve the betterment of their great calling. The lawyers, through the American Bar Association, and the doctors, through the American Medical Association, have done precisely the same thing.

The American Press Society, which has for its purpose all of the laudable aims which the Guild seeks to inculcate, does not require its members to enter into allegiance with John Lewis and his CIO affiliates. It maintains the dignity and the strength, which have been helpful to the members of all the other professional associations.

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Mr. Allen and Mr. Brant were speakers at the Delta Chi in Topeka. Mr. Allen, not formally prepared, was requested to set forth an article to be used in The Quill in conjunction with Brant's remarks. Brant prefaced his comment with a summary of the present, a history familiar to most readers of The Quill. He then presented in the body of Mr. Brant's remarks, which views of the Guild, The Quill acts in its traditional journalistic problems, topics and objectives.

Neither Mr. Allen nor Mr. Brant needs much by way of introduction. Mr. Allen is a publisher in Kansas, a career which began as the publisher of the Topeka State Journal in 1894. Mr. Allen is widely known. He became even more known for his political activities. Named to the Senate to succeed Charles G. Dawes in the RFC. Mr. Brant's journalism led to his associate editorship of the Des Moines Register and later to his editorship of the St. Louis Star. He has written his challenging article, "The Press and Public."

Publishers and the Guild

As Viewed by
IRVING BRANT

Editor, the Editorial Page, St. Louis Star-Times



Irving Brant

THERE is a labor conflict in the newspaper industry, centering in the American Newspaper Guild, as sharp and bitter as any that can be found in the entire field of industrial conflict in America.

I am discussing that conflict as one who might be called a disinterested partisan. I am a member of the St. Louis *Star-Times* chapter of the newspaper guild. My personal economic interests are not with the guild, but it has my sympathy and support.

In discussing the conflict over the guild, my chief aim is to clarify the issues. If, in what I say, I am critical of newspaper publishers, that criticism is based on a hope that an analysis of their attitude, showing what it is leading to, may help to break the deadlock.

FIRST let me state my own attitude toward the guild as a part of organized labor. When the question of affiliation with the A. F. of L. came up for action in 1935, I opposed it. The guild, I said at that time, is a labor union. It is a labor union because its primary object is to obtain economic advantages for its members through collective bargaining. But many of its members and prospective members do not know that it is a labor union. If you proclaim that fact now by affiliation with the

American Federation of Labor, I said, you will split some of the guilds in two, you will prevent the organization of guilds in cities where there is prejudice against organized labor, and you will intensify the hostility of publishers and give them a weapon with which to fight the guild.

In that year, 1935, affiliation was defeated by a narrow margin. In 1936, at a meeting of the *Star-Times* chapter of the guild, I was asked whether I still felt the same as in 1935. I replied that every argument I had offered against affiliation in 1935 had become invalid.

The newspaper publishers, I said, while appealing to the guild to stay out of the A. F. of L., had treated it as if it were in. They had refused to recognize it for collective bargaining, they had discharged employees for guild membership, and in some instances had given the guild members no choice except to see their organization destroyed, or declare a strike to preserve it. The guild, therefore, sustained all the hostility that would come to it as a part of organized labor, without the offsetting advantage of support from other labor unions. Furthermore, I pointed out, publisher hostility had cemented the guild together.

It came down to this, that publishers, by trying to destroy the guild, not only drove it into the American Federation of Labor but protected it against a split when it went in.

In 1935 I heard members of our chapter excitedly declaring that they would leave the guild if it affiliated with organized labor. A year later they were among the most active supporters of the Milwaukee and Seattle strikes and were talking in terms of trade unionism. Why? Because they saw tangible benefits in wages, hours and working conditions resulting from organization of the guild and they saw a national campaign against it which could only be met by trade union methods and the support of organized labor.

HARDLY had the guild received its A. F. of L. charter before it swung over to the CIO. I voted for the change of affiliation from the A. F. of L. to the CIO, for three reasons.

First, the CIO is a vigorous, growing organization, and the fact that the typographical union was partly affiliated with it made it possible for the guild to join without antagonizing other organized newspaper employees.

Second, the attitude of President Green of the A. F. of L. in the guild's strike against the *Seattle Post-Intelligencer* indicated that the guild could expect no effective support, but rather the contrary, from the national officers of the American Federation of Labor.

Third, I believed that industrial unionism, in which all employees belong to one union, while difficult to establish in the newspaper business, is a better form of organization than craft unionism, both from the standpoint of the employees and of the publisher.

Most members of the guild, I think, voted for the CIO because they regarded it as a vital and militant organization, and they distrusted the A. F. of L. leadership. I doubt whether many guild members, or many publishers, have given much thought to the abstract question of industrial unionism versus craft unionism. The central factor at all times has been the guild's militancy. The guild was made more militant by the opposition of publishers, and its militancy has made publishers more strongly opposed to it. Mutual antagonisms have interacted, each strengthening the other.

THE campaign which is in progress to destroy the guild is of course in violation of the Wagner Act. I am less concerned about it as a violation of the law than as a matter of policy. Lawlessness is a feature of American life

ers at the recent convention banquet of Sigma Kappa, prepared to debate the question, spoke ex-
set forth and amplify his Topeka observations in
conjunction with Mr. Brant's observations. Mr.
mary of the Guild's history from its founding to
aders of *The Quill*. This preface is largely reit-
rks, which appears here. In presenting the two
ts traditional function of serving as a forum on
ves.

much by way of introduction. As an editor and
gan as the editor of the *Manhattan Nationalist* in
came even more widely known through his po-
to succeed former Vice-President Curtis, after
or the Hoover-Curtis campaign, he later assisted
nt's journalistic career began in Iowa in 1909
e *Des Moines Register* and *Tribune* before he be-
St. Louis *Star-Times*. *Quill* readers will remem-
and Public Affairs," which appeared last July.

that needs to be worried about on a grander scale.

I would simply ask the practical question, is it possible for the guild and the publishers to come to an agreement except at the end of a grueling and expensive conflict? To explore that question, it is necessary first to know just what the conflict is, not what it is called, but what it really is.

Here is the rule to follow in finding out what a thing really is: First find out what it is called, then find out why it is not what it is called, then find out why it is called what it is not, and by that time you know what it is.

To find out what the conflict between the guild and the publishers is called, one may go to the records of the national convention held by American newspaper publishers in Chicago last June.

The publishers met to deal with what was termed a crisis caused by the guild's demand for a "guild shop." This is a clause in guild contracts providing that all editorial employees shall be members of the guild, or shall become members within 30 days after being employed. The advantage of the "guild shop" to the employee is that it removes the likelihood of his being discharged for guild membership. There is no use firing one man for belonging to the guild if the man who succeeds him is required to join the guild. And of course, by protecting the individual member against discharge for guild membership, the "guild shop" likewise prevents the undermining of the guild by a series of discharges.

NOW, what is the effect of the "guild shop" upon the publisher? I have already suggested one effect; it makes it difficult to undermine the guild.

What is the effect as a restraint upon employment? It leaves the publisher free to employ anybody he pleases, provided the person employed is willing to become a member of the guild. There is some uncertainty, which could easily be cleared up, over the status of persons who might be expelled from guild membership or who have served as strikebreakers.

In general, the "guild shop" gives the publisher a free hand in choosing employees. It leaves the field of apprenticeship wide open. Under the "guild shop," the publisher himself would decide in the long run who should be in the guild, because the guild consists of the men and women the publisher decides to employ.

The "guild shop," therefore, stands out in contrast to the "closed shop," such as that of the typographical union, which requires that printers

shall be hired from the membership of the union, and the union consists of a limited membership, built up, controlled and restricted by the union itself through the control and limitation of apprenticeship. I don't believe there is anybody, with a spark of journalistic fire in him, who wants such a system in the editorial rooms of newspapers.

I have described the difference between the "guild shop" and the "closed shop," as different in nature as if they were called the "open door" and the "closed door." I want you to keep that difference in mind while I read a few typical headlines from newspapers to show how the newspaper publishers of the country greeted the demand for the "guild shop." Here are the headlines:

"Newspaper Heads Oppose Closed Shop of Guild."

"Publisher Denounces Idea of Closed Shop."

"N. E. A. Head Argues Against Closed Shop."

"Publishers Reject Closed Editorial Shop."

"World Gone Haywire," Publisher Declares. J. G. Stahlman Denounces 'Closed News and Editorial Shop.'"

IN all the public discussion I have heard or read since the American Newspaper Guild made its demand for the "guild shop," I have never found one instance in which newspaper publishers have discussed or even acknowledged the difference between the "guild shop" and the "closed shop."

There you have Exhibit No. 1 in the inquiry to determine what the conflict over the guild is called. It is called a struggle against the "closed shop." But that is not all it is called.

In the gathering of publishers in Chicago, a resolution was adopted declaring that the "closed shop in editorial and news departments," as demanded by the A. N. G., would destroy the freedom of the press, the basic element in which is "uncolored presentation of the news." I continue to quote from the publishers' resolution adopted in Chicago:

"This vital service of the press to the public can be performed properly only when those who are responsible for the publication are free to choose the persons whom they deem best qualified to report and edit the news. This responsibility cannot be discharged if some outside authority, beyond their control, determines whom they shall or shall not employ. That is precisely what the American Newspaper Guild seeks by its demand."

NOW, that resolution precisely fits the "closed shop" of the typographical

union. Does it fit the "guild shop"?

To decide whether it does or not, suppose that we incorporate the actual terms of the "guild shop" into the resolution adopted by the publishers at Chicago. I quote from the resolution, thus modified:

"If editorial employees must become members of the guild 30 days after they are hired, publishers are not free to choose the persons whom they deem best qualified to report and edit the news."

Is that true? Obviously not. Now let us take another sentence in that resolution, and incorporate the "guild shop" into it:

"If editorial employees must become members of the guild 30 days after they are hired, some outside authority determines whom the publishers shall or shall not employ."

Does that make sense? Not to me. It is a complete *non sequitur*. It is contrary to fact. It shows that this supposed menace to the freedom of the press is an issue created, not by the "guild shop," but by calling the "guild shop" a "closed shop," which it is not.

IN this connection I should like to discuss, but cannot take time to do so fully, the supplemental argument that freedom of the press is threatened because the St. Louis convention of the newspaper guild adopted resolutions on subjects like the war in Spain, political action in behalf of labor, the President's court plan, and a few other things which may be wise or foolish.

The publishers in their Chicago resolution declared very solemnly that although newspaper men were of sufficiently high character to disregard their own personal convictions in handling news on these subjects, they would be bound to show bias on matters concerning which the guild had expressed an opinion. This, they said, impaired the constitutional guarantee of freedom of the press.

It would be interesting to debate this question by analogy, asking, for instance, whether a bulletin of the American Newspaper Publishers' Association opposing the child labor amendment, or opposing the bill to strengthen the Pure Food and Drug Act, is so binding on members of the association as to impair the constitutional guarantee of freedom of the press. However, that would be a lengthy and abstruse discussion, so I'll just make this proposition:

The resolutions of the newspaper guild were adopted five months ago. I will pay \$500, the next time I get it, for any newspaper headline written since that time, which shows bias growing out of the resolutions of the

newspaper guild, provided I am also paid five cents for every headline which shows bias ordered into the headlines by those responsible for newspaper policy.

Now, coming back to this matter of calling things what they are not, why is the "guild shop" called a "closed shop"? Why is it called a menace to freedom of the press? What reason is there for opposing it with names that do not apply and arguments that do not fit? Obviously, because the real objection is to the results the "guild shop" actually would produce, and it would be embarrassing to base the debate upon them.

WHAT results may be expected from the "guild shop"?

That question was asked me some months ago by a newspaper publisher who expected to, and did, enter into full collective bargaining with the guild.

"In your case," I answered this publisher, "the only effect of accepting a 'guild shop' will be to remove totally the issue of guild membership from your dealings with your employees. If you find it necessary to discharge a member of the guild, nobody will suspect you of doing it on account of his guild membership, because the man you hire in his place will become a member of the guild. But if you agree to bargain with the guild, and refuse to include the 'guild shop' in the contract, then every discharge will be looked upon as a possible discharge for guild activities and there will be fear and suspicion in the office."

So far, no publisher opposed to the guild has asked me what effect the "guild shop" would have upon his plans, but if one should do so my answer would be:

"If you intend to concede as little as possible in collective bargaining, and work under cover to disrupt the guild after you have recognized it, you had better not accept the 'guild shop,' because you will be unable to carry out your plans."

There you get down to the two fundamental facts about this much-disputed "guild shop."

If a publisher really intends to bargain collectively with the guild, making no effort to undermine it, the "guild shop" is nothing to him except an assurance of harmony and confidence within the newspaper office. We have the "guild shop" in the *St. Louis Star-Times*, and that is what it has proved to be.

But if a publisher intends to fight the guild, and destroy it if he can, he must refuse the "guild shop," which protects

the guild against an undermining campaign.

NOW, since we have found out what the guild conflict is called, and why it is not what it is called, and why it is called what it is not, I think it is pretty clear what the guild conflict is—a determination on the part of many powerful newspaper publishers—not all of them—to fight the guild and destroy it if they can, and a determination on the part of the guild to establish permanent collective bargaining.

The outlook is for a hard and punishing fight. I have just read a bulletin of the A. N. P. A., sent out to newspaper publishers, listing 16 grounds upon which editorial workers can be discharged without violating the Wagner Act. I looked over that list and found that I could be discharged upon 12 out of the 16 counts.

Human nature being what it is, I suppose we'll go ahead with at least two or three rounds, or maybe ten rounds, of what is now advertised as a fight to the finish. But there are several reasons why I do not believe the owners of American newspapers can afford to enter into such a conflict.

Let me point to a few facts in connection with the strikes that have been conducted by the American Newspaper Guild. They have shown the remarkable vulnerability of newspapers to strikes by members of the news department. In financial support, in sympathetic mass picketing, in the policies of city officials and in the attitude of the public at large, there has been a support of guild strikes going far beyond the degree of sympathy or tolerance shown for the average labor union.

Every time the guild has called a strike against a newspaper, the circulation of that paper has dropped and its advertising has melted away. It is immaterial whether that drop has been spontaneous or the result of solicitation and picketing; it reflects the force of general public sympathy for reporters on strike.

What is the reason for that sympathy?

Partly, no doubt, it reflects the glamor that attaches to newspaper work.

Partly the knowledge that editorial workers have worked long hours for low pay.

In part, it represents the strength of organized labor behind the guild.

BUT there is more to it than that, I believe.

A few weeks ago one of the liberals in the United States Senate complained to me that a liberal never

could misbehave without paying the penalty. A reactionary, he said, can commit any crime from bank robbery to mayhem, and people will merely remark, "Sure, what can you expect? He's a reactionary." But let a liberal make one slip, and he's gone.

In the relationship between a newspaper and its employees, does not the public put a newspaper somewhat in the category of the liberal senator, and exact from it a conduct which it would not demand from a steel company, a restaurant or a laundry?

Because of their peaceful relationship with the printing trade unions, the newspapers have been so free from labor controversies that harmony has been taken for granted. Then, suddenly, when strikes occur, the newspaper publishers find themselves placed before all their readers as the enemies of collective bargaining in their own plants. They deny the right of organization to their own editorial employees. By that action, they reveal their latent hostility to all organized labor, including the printing unions they have contracts with. Now it is a singular fact that many people who are somewhat unfriendly to organized labor when they see unions ridden by racketeers, or engaging in violence, or who fear that union labor may become too powerful, are nevertheless abstractly sympathetic toward collective bargaining. And because the newspaper is a semi-public institution, devoted to truth and righteousness, and, shall we say, a bit self-righteous, the people are quite likely to conclude that the newspaper office is the one place of all others where collective bargaining should be practiced.

SO you arrive at this situation:

1. The newspaper publisher encounters a more unfriendly public than any other employer in the country, when he gets into a labor controversy with his employees.

2. He has a business which is peculiarly susceptible to financial damage from an adverse public opinion.

3. His position is further weakened by the fact that to fight the guild, he must violate the National Labor Relations Act, and the public, after reading countless editorials on the subject of obedience to law, is rather inclined to expect newspapers to obey it.

I do not believe that newspaper publishers can afford to advertise themselves to their readers as enemies of collective bargaining in their own plants, and that is the one thing they are doing by their fight against the guild. To the publisher facing a strike, and to other publishers watching a strike, the damage inflicted upon the

newspaper looks like a reckless and irresponsible misuse of power which ought not to be in the hands of any group of employees. What the publisher fails to see is that this power is created by the general public, and is called into action by the publisher himself in violating the standard he has set for himself as a public defender of morality and law.

I can readily understand why a majority of American publishers in the larger cities have the same attitude toward labor unionism that is held by members of the National Association of Manufacturers. They are in a financial system with a heritage of hostility to labor. I can sympathize with the publishers in their objection to wasteful shop rules, such as the setting of dead type, and the tendency of the smallest unions to make the most exorbitant demands.

The way to get rid of things like that is through industrial unionism. The financial strain that is being put upon the newspaper by rising costs of material and the ever-sharper competition of radio make it imperative that indefensible wastage be cut out. It will be cut out whenever industrial unionism is accepted in the newspaper plant, because under industrial unionism, special advantages to crafts must give way to the welfare of the whole.

THE hostility of newspaper publishers to industrial unionism is not due to any examination of the differences between industrial and craft unionism. It is due to instinctive hostility to the thought of a completely unionized newspaper, and to fear of the vigor of the CIO.

Whenever the fact of complete unionization is accepted, it will be possible to appraise the two systems of union organization, and express a rational preference for one or the other. I can think of nothing more conducive to publishers' nightmares than the complete unionization of newspapers along craft lines, with about 16 different unions to deal with and each one capable of forcing the paper to suspend publication through a new technique of refusal to cross a picket line.

The hostility of publishers to the American Newspaper Guild is perfectly understandable. It is a blend of many factors—fundamental opposition to all unions, the fear of complete unionization, with loss of flexibility in meeting costs (flexibility means cutting a reporter's wages 40 per cent without asking him about it, while a printer is being cut 10 per cent by negotiation), and, finally, fear of the loss of complete publisher control over the tone and content of the newspaper.

These are genuine fears, though I do not think they are soundly based, and they are sharpened by the militancy of the guild and its affiliation with the militant CIO.

But just as the publishers fail to make a calm appraisal of the relative merits of industrial and craft unionism, so too they fail to analyze the effect upon themselves of their fight against the guild. Certain things are inevitable in the American labor movement. One of them is a spread of union organization which can only be checked through the development of fascism, and Lord help the newspapers if they find that escape from dealing with the guild. A second development, resulting from the first, is the growing power and influence of labor in public affairs. A third, resulting from these two, is greater coercive power of labor through sympathetic support.

I believe that it would be much better for the publishers, if, instead of adopting resolutions telling how freedom of the press is being destroyed by the effort of the newspaper editorial staff to rise to an economic parity with stereotypers, they would make a calm and dispassionate study of the factors in public opinion which make the American Newspaper Guild a power beyond its numbers.

If that is done, there will be collective bargaining between publishers and the guild, and when collective bargaining becomes a recognized, permanent factor in American journalism, the newspaper guild will lose its horns and hooves.

I hope that this will come to pass long before the undergraduates in this gathering assume an active part in the making of newspapers, but if it does not, I hope you will take an active part in making it come to pass.

Past, Present and Future

[Concluded from page 11]

the news in an entirely different way, mechanically, from the way we are handling it now. When they get that television story so that they can can it by the hour and distribute it say in the evening and in the morning in small, compact containers something is going to happen to our business, as it is now conducted.

BUT nevertheless you are not learning your business in vain. If we junk every press, if we scrap every linotype, if we entirely remake the physical plant, there will still be the business of gathering, reporting, assembling and distributing the news.

Delegates Registered at Topeka Convention

BUTLER—Stanley R. Kent.
 COLORADO—Don F. Martin.
 CORNELL—John S. Riggs.
 DEPAUW—John M. Warfel.
 DRAKE—Kenneth Robinson.
 FLORIDA—Don Brown.
 GEORGIA—Dyar E. Massey.
 GRINNELL—Wells Barnett, Jr.
 ILLINOIS—John W. Knight.
 INDIANA—Edwin Rose.
 IOWA—Arthur Snider.
 IOWA STATE—Leo Mores.
 KANSAS—Kenneth Morris.
 KANSAS STATE—Allan W. McGhee.
 L.S.U.—Joe Silverberg.
 MARQUETTE—Geo. Near, Jr.
 MINNESOTA—Forrest Jenstad.
 MISSOURI—Joseph Paul.
 MONTANA—Kenneth Ingram.
 NEBRASKA—Willard Burney.
 NORTH DAKOTA—Ernest E. Simmons.
 NORTHWESTERN—John Wickland.
 OHIO STATE—James Wessel.
 OHIO—UNIVERSITY—Geo. V. Kekich.
 OKLAHOMA—Dale O. Simpson.
 OREGON—Wm. L. Pease.
 OREGON STATE—Dick Gearhart.
 PENN STATE—Merlin Troy.
 PURDUE—High Forster.
 S. CALIF.—Warren W. Burns.
 S. DAKOTA—Elmer Schmierer.
 S. M. U.—Charles Flanery.
 STANFORD—David M. Botsford.
 SYRACUSE—Chester Rondonanski.
 TEMPLE—Caleb DeCou.
 TEXAS—Joe Belden.
 WASHINGTON—Sydney Kossen.
 WASHINGTON STATE—V. J. Gamble.
 WASHINGTON & LEE—Seth Baker.
 WISCONSIN—Howard M. Teichmann.

And I am quite sure in that day all you have learned and are learning will be of quite as much value as if you had opportunity under the present plan. All that you have learned of intelligence, all that you have learned of accuracy, all you have learned of fairness, and all you have learned of honesty will stand you in good stead whatever may happen to the physical end of our newspaper business.

And insofar as you were honest, intelligent, accurate and wise, and insofar as honesty, intelligence, wisdom makes you kind, gives you a sort of neighborly fraternal interest in your fellows, your success is assured.

Had You Heard—

By DONALD D. HOOVER

J. S. GRAY, editor and publisher, Monroe (Mich.) *Evening News*, was elected president of the University Press Club of Michigan. . . . Stogies were passed out recently by ED. CRIGLER, publisher, Nevada (Mo.) *Herald*, the proud father of a new son. . . . MARK HELLINGER, columnist, will be parking his hat out in California for awhile, where he has been appointed story supervisor for Warner Bros., but will continue his weekly page of stories, humor and cartoons. . . . A golden anniversary was celebrated by the Johannesburg (South Africa) *Star* recently, originally a tri-weekly and a daily since 1889. . . . 4 ounces of egg is a lot of egg, according to EARL DODD, publisher, Greenwood (Ark.) *Democrat*, who received one of that size from the owner of some prize leghorns. . . . A plane now daily drops a newspaper to a lonely rancher at Hassayampa, Ariz., although he used to wait three days to receive it. . . . That new Chevrolet zipping around Cedar City, Utah, belongs to EZRA ROLLO of the Iron County *Record*. . . . The *Times-Mirror* of Leesburg, Va., is sponsoring a cooking-school—an excellent opportunity for all "bride-lets" who have not yet learned the art of "Baked Virginia Ham." . . . JACK LAIT, editor, New York *Mirror*, is back at his desk after a month's vacation trekking across the country. . . . CHESTER ROWELL, editor, San Francisco *Chronicle*, and an authority on oriental problems, spoke at a Bureau of International Relations symposium dinner held in Seattle. . . . W. I. N. COX, general manager, Ogden (Utah) *Standard-Examiner*, as president of the Ogden Athletic Federation is announcing plans for a new park for the great American pastime. . . . B. W. FLEISHER, editor and publisher of the *Japan Advertiser*, Tokyo, arrived in San Francisco a short time ago. . . . VERA MONTGOMERY, owner of the Yorkville *Advance*, is reputed to be the youngest and one of the most active newspaper publishers in New York City. . . . Managing Editor J. WILBUR WARD has appointed JOHN DENNIS KEYES city editor of the Los Angeles *Daily News*. . . . It seems CLEM LANE of the Chicago *Daily News* is turning academic and has been appointed to the Loyola University faculty to teach a class in news writing. . . . The *Northern California Farm Life* has made its appearance as a sep-

arate edition of the *Oregon Farmer*. . . . Formerly with the Loudoun (Va.) *Times-Mirror*, ROBERT T. CORBELL is now editor of the Danville (Va.) *Register*. . . . MISS EILEEN HENRY of Grand Rapids, Mich., bought the New Lexington (O.) *News*, a daily, beginning publication at once. . . . The Greenwich *Daily News-Graphic* is changing its name to one long familiar with the legion of the punctual—*Greenwich Time*. . . . *Building*, published by EARL M. OREN, made its debut as a national monthly news review. . . . KING WHITNEY, formerly with the Northam Warren Corporation, has joined *You*, that new beauty publication we mentioned a short time ago. . . . DR. MORRIS FISHBEIN, editor of the *Journal* of the American Medical Association, has been appointed a contributing editor of *Look*. . . . Formerly managing editor of the Omaha *Bee-News*, RUSSELL HOLT PETERS has been named managing editor of the Seattle *Post-Intelligencer*. . . . GORDON P. MARTIN has been appointed editor of the Santa Fe (N. M.) *New Mexican*, succeeding R. A. CLYMER, who returns to the El Dorado (Kan.) *Times* to assume its active management. . . . HAROLD D. VALPEY, managing editor, Lynn (Mass.) *Item*, and Mrs. Valpey sailed recently from Boston for a cruise to the West Indies. . . . Rice and old shoes for HOWARD J. HICKS, editor Marianna (Ark.) *Courier-Index* and Miss Virginia Lee Butts and HERMAN E. HARNER, editor and manager, Urbana (O.) *Daily Citizen* and Miss Lenore Kite. . . . In addition to his duties as editor of the Sunday feature department, GEORGE CORNISH has been appointed assistant to the managing editor of the New York *Herald Tribune*. . . . The Crowell Publishing Company has announced the election of JOSEPH P. KNAPP as chairman of the board, succeeding LEE W. MAXWELL, who has retired. . . . HERBERT O. STIER of the Boston *Herald-Traveler* is known as the "flying cameraman" and believe us—he has earned it. . . . H. J. COLTON has joined the advertising staff of *McCall's Magazine* in Chicago. . . . Formerly with *Stage*, ROBERT J. NELMS has joined the advertising staff of *Literary Digest*. . . . The new promotion manager of *Newsweek* is GEORGE BENNEYAN, formerly with the New York *Times*.

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NATIONAL PRINTER JOURNALIST

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Publishers and the Guild

[Continued from page 12]

NOTHING more revealing of the difference between the methods of the American Press Society and the Guild could be furnished than is shown in the recent action of the Guild in protesting against President Roosevelt accepting an honorary membership in the American Press Society.

There wasn't a single reason why the American Press Society, because of its friendly relations with the President of the United States, should not have invited him to accept an honorary membership, and there wasn't a single reason why anyone should have objected. However, the Guild did object with a vigor and method that was precisely in line with CIO manners. It became militant with the President and demanded that he refuse the honorary membership in the American Press Society.

Another revealing characteristic of the Guild was not mentioned by Mr. Brant. He referred to the St. Louis Convention of the Guild, but did not enlarge upon the fact that in that Convention the Guild, supposed to have met solely for the protection and improvement of the Society of newspaper writers, adopted what was practically a political platform, in which it expressed itself in favor of practically all the controversial issues that were then before the American people.

It has endorsed the President's plan to enlarge the Supreme Court, to establish wages and hours law and other experiments proposed under the New Deal. It condemned the Fascists in the Spanish American War and gave kind words to the Communists. It injected upon every occasion during the Convention this element of bitter partisanship, backed by the familiar swing of pugilistic words that invariably puts the bullying suggestion of physical force behind the expression of CIO opinion.

It was not supposed that the St. Louis Convention had other mission than to consider the qualities and obligations which make a writing man useful to his profession. That it should have gone farther and committed the members of the Guild to a political program, now in controversy throughout the United States, has a very deep significance.

THE American Press Society, by its constitution and by every act in its history that has been taken up to date, has committed its members to a stand which insures protection for the individual member's freedom of opinion

and action and, consequently, for unbiased news writing. It is forbidden, as a Society, to espouse any cause other than that which would foster higher standards for newspapermen and newspapers.

It cannot take sides. It cannot force the beliefs of political parties upon its executives or its members. It cannot commit itself, either directly or through affiliation, to any other cause or movement.

Every newspaperman knows the importance of this character of commitment, just as every newspaperman knows that the Writers' Guild, joined to the CIO as an auxiliary body, becoming thus identified with its charter and its purposes, would, either insensibly or consciously, become the creature of John L. Lewis. This is one of the fundamental objections to the Guild.

It starts out with an aggressive determination to control, by force if necessary, the opinions of publishers, first upon the subject of wages, hours and working conditions, and later upon all subjects. If this were not the ultimate purpose, then the St. Louis Convention would have been doing an idle thing in committing the CIO to a political platform.

THE American Publishers' Association is a nonpartisan body. It exerts a powerful influence upon newspaperdom in general, but it never steps outside the boundaries of rigid neutrality on political subjects. It would be regarded as grossly out of order for the American Publishers' Association to seek to commit its members on any controversial issue.

Exactly the same careful aloofness is maintained by the American Society of Newspaper Editors.

These related associations take the position the individual editor and publisher must remain free from any outside commitments that would disturb the genuine independence of the press.

I presume that Mr. Brant, when he presented his eulogies of the Guild to the delegates of the Sigma Delta Chi Convention, must have realized that it was somewhat premature so far as they are concerned.

In all human probability, when these young men arrive at the various editorial sanctums, to which their talents are invited, they will find the Guild either completely demobilized or so modified as to make the discussion along present lines obsolete.

IT is my faith that the old relations now in force in the best editorial rooms of the country will be maintained in spirit and strengthened in practice.

Undoubtedly the Guild, under the CIO, will go the way of the CIO, which will go the way of all mob unions since the days of Powderly, and down through the experience of Big Bill Haywood of the IWW, who was the immediate predecessor of John Lewis in the "vertical union" business.

This does not mean that no good will come to the writing profession from the energies now being poured forth, no matter how mistakenly these energies may be applied. Undoubtedly there will come from the renewed emphasis upon this subject, a closer and juster consideration of the rewards that should be given to reporters and writers.

Today, in most of the great newspaper offices, the managing editors will tell you that they raise and train their own staffs. They choose their material carefully and train it hopefully. Their interest in the youngsters is wise and administered with teaching spirit.

These young men do not need the protection of a CIO type of union. They need the associations that feed their spirits with the traditions and obligations of the best type of journalism in the world.

In the future, as in the past, the premium in the editorial and reportorial rooms, will be upon brains.

DURING 45 years of active newspaper life, I have passed through all the chairs. I began as a cub reporter before there were schools of journalism. I have been reporter, war correspondent, special correspondent in Washington, foreign correspondent, syndicate writer, editor and publisher. Some of the publishers, for whom I have worked, were better than others, but I have never known the type of publisher the Guild attacks as the justification for its existence. I have never known a genuinely able reporter or writer to need Mr. Lewis' protection. I have never seen a really desirable man out of a job for any length of time. In my mind, the newspaper business still provides the best profession in the world, but it is a profession to love and cherish. It can rise no higher than the brains which are employed in its daily output.

Partnership in its ideals and cooperation in its just purposes are the keys to success. Like all the fine arts, it opens its best opportunities to the most worthy. You cannot go very far in it with no better equipment than the stuffed club which John Lewis invites the Guild to employ.

Pictorial Journalism

[Concluded from page 5]

WHERE in the country field, it may be asked, are there six spot news pictures to be found every week? Well, spot news pegs are not always necessary. Semi-spot pictures turn the trick just as satisfactorily. And there are countless possibilities for feature strips that can be used in dull weeks. For instance, we prepared a strip titled, "Spring Comes to the Farm," made up of rural planting scenes, spring chicks, calves, pigs, etc.

Another strip, "Old Home Week," showed the distinguished pioneers who've been in business in Hopkins for 45 or 50 years. Costume Night at the bowling alleys furnished some hilarious subjects, and everyone talked about our strip on women bowlers. "How Your Newspaper Is Made" showed the office and mechanical staff members at their jobs.

In the issue after Easter we ran an Easter bonnet column showing 14 ladies from eight to eighty years old, sporting their new chapeaus in the Easter parade. The week before Valentine's Day a bevy of hair-ribboned little girls cutting out paper hearts made a swell picture, and the annual winter dog derby furnished two or three good set-ups.

Basketball games, home talent plays, weddings, new babies, kids' birthday parties, spring marble-shooters and kite-flyers, high school stage shows, payday at the local factory, the youngster who builds model airplanes, the grand opening of a new store, football games, Hallowe'en parties, a couple of holdup victims—these are some of our pictures in the first few months, and there's literally no end to the ideas.

WHEN the village band director announced he needed a tuba player, we posed a roly-poly 300-pound school boy blasting away at the gigantic oompah and got a shot that had the town laughing for days.

Incidental expense involved includes films at 40 cents per roll of eight pictures, developing at 30 cents a roll, flash bulbs for indoor pictures at about 15 cents, and whatever staff time is spent taking the pictures. We're seeing to it that most shots are taken by sunlight, thus cutting down flash bulb expenses.

Occasionally we receive calls for commercial pictures for advertising purposes. This work can be taken care of, up to a point, with our regular equipment. We make such pictures at a charge which gives us a fair profit, and this revenue helps off-

set the editorial department outlay for art purposes. Thus, in time, it may be possible to enlarge on our original plan of spending \$250 each year for cuts, plus the cost of equipment.

At the end of the year we're going to figure that our weekly picture strip has cost us not the sum equal to the total art department expense, but that figure minus what we would ordinarily have spent for occasional cuts at stiff prices, and minus the revenue brought in by commercial pictures and advertising cuts.

IF on the basis of my admittedly brief experience as camera man for a weekly paper, there is any one point that I feel should be stressed in the picture game, it is this: Be painstaking with your setups! Only a very small percentage of newspaper pictures are

scenes of news occurrences as they are actually happening—particularly in the non-metropolitan field. In these comparatively few cases, the reporter or camera man has little or nothing to do with the setup—he just shoots and tries to catch the action at its peak.

But the vast majority of pictures printed in newspapers are posed—staged, if you please. And here is where patience and perseverance pay dividends. Too often the temptation is to get your subjects lined up and then proceed to "mug 'em." You've got to pack the punch into a picture just as you do in a hot news lead. If your subjects won't pose as you want them to, don't shoot. Cajole them, cry with them, humor them, browbeat or bully them. Sooner or later you'll get what you went after, and oh, what a satisfaction it is when the prints come back with just the right zip, the correct angle, the proper amount of Yumpha, as Walter Winchell would say.

Cross at the Crossroads

By MURPHY JONES

PLEASANT, hell!

The sticks, I mean.

That is, the real sticks. With all due regard for LeRoy M. Want, whose article in *THE QUILL* for October set off this explosion, I don't mean in cities from 25,000 to 100,000.

I live in a state where communities whose back doors don't open on cornfields and pastures are rare enough for any place of 2,000 and up to be called a city.

I live in a "city" where there are more tombstones in the cemetery than there are mail boxes in the postoffice.

I report news from a county seat court where the district judge and the court reporter come looking for a rest—and get it. The only murder trial we've had in 25 years had to be imported on a change of venue.

SOME months the sheriff makes an arrest. Some months he celebrates and makes more than one.

Except that most of the towns don't have any place to put their drunks, it wouldn't be news when the jail is empty.

In the summer the judge holds court once a week whether he's needed or not—until the month when he takes a vacation.

The court house offices close Saturday afternoons during the summer. They don't have the nerve to close the other afternoons, but half of them have

radio sets in their vaults to get the baseball results. The others can drop around and find out. There's always somebody in each outer office in case a constituent should call.

Our athletic teams win more than half of their games. Most of the towns in the sticks are smaller than ours.

Most all the trains stop—we have about the best water supply in the state.

I'M not bothered by having to face the dramatis personae of my stories at the country club—I can't afford golf. My wife isn't worried about meeting their wives in her social set. She has to work for her own living and is too busy to play bridge or go to Ladies' Aid, either one.

Anyhow, news is so scarce at times that I don't make a new enemy for a whole month.

Some of my clients want to pay for cake that their competitors (also my clients) don't have, but they aren't all willing to kick in and help me keep up with the Joneses' bread and butter bill.

In short, it's the kind of job that drives a man to drink without providing the money to buy whisky.

I think I'd rather be 42nd in New York than 1st in my little Iberian village, but then a frog doesn't have much say where he is to croak.

Reporting in a Frenzied Era

[Continued from page 4]

Such attempts to influence the writing of news at its source are much harder to combat than actual censorship. In most cases, censorship doesn't work very effectively. It may serve to delay the news, but not to suppress it. The Soviets have the frankest censorship I know of. In Moscow, you take your dispatch to the censor and he pencils it right before your eyes. You have a chance to argue, and he is willing to debate the point. The worst form of censorship is that which butchers a dispatch after it has been filed and without the correspondent's knowledge. I will say, however, that regardless of the turbulent conditions around the world today, there is very little of this kind of censorship going on.

The most effective form of censorship is the voluntary one, such as existed in this country during the World War. If everybody gets together and agrees to suppress news of value to the enemy, in time of war, it works better than any other kind except, of course, that of an out-and-out controlled press wherein everything must have government O.K. before publication. This voluntary censorship, however, is a very dangerous thing.

THE most outstanding example of it, aside from our own World War censorship, was that in Great Britain during the romance of the King and Mrs. Simpson. Some British publicists may now think that it was a mistake not to print the story, just as it was being printed here and in many other countries.

I don't think that this voluntary censorship started through any meeting of publishers, or anything of that sort. My opinion is that it was considered bad taste to print the stories, and the pictures. They all thought the romance would blow over. When it didn't, they found themselves getting in deeper and deeper. Every day that passed increased the excitement abroad, increased the magnitude of what the British publishers were doing, in not printing it. At first, their ignoring of what was considered a passing thing, seemed trifling. Later, it became monumental.

I happened to be in London about two weeks before the story broke. When I left New York, everybody was talking about Mrs. Simpson, her picture was seen daily. When I got to London, I found myself in a land where outside of an inner circle nobody had ever heard of Mrs. Simp-

son. Her portrait was displayed anonymously in a Bond Street photographer's window and the crowds swarmed past without recognition. Then came the Bishop of Bradford's sermon with its hints; next morning the papers had headlines about a "constitutional crisis" affecting the king and his ministers but still no mention of the lady, and the man in the street didn't know what it was all about.

At noon that day one of the London papers used her name and then the dam burst. By mid-afternoon the city was plastered with newspaper posters saying in big red letters, "The King and Mrs. Simpson." Millions of Britishers heard of the story at that moment, for the first time. And just exactly one week later it was all over, and the King had abdicated. Public opinion had hardly any chance to form. The people were still dazed when the abdication was announced.

Now the question is, what would have happened had the British papers printed the story right along and kept the people informed of what was going on? Would public opinion have crystallized in such a way that Edward would have been influenced in what he was doing? No man can answer that. But one fact is inescapable—the British masses were excluded from all knowledge of what was to them the biggest story in the world; they were kept in the dark for weeks. It was the most spectacular job of voluntary censorship in the history of journalism.

I don't think anything of the sort could occur here. We have many more papers than the British, published over a far more widely scattered area, not controlled from any one place. It would be very hard to get 2,000 American newspaper publishers to agree on such a program. Also, there is nothing in this country which approximates the British attitude toward the king. As an example, when one London publication planned to break the silence a few days before the crisis and print a story about the situation, the printers refused to set it.

REGARDLESS of all the efforts that are made to curtail and slant the news, the newspapers of America day in and day out present a clear, factual account of what is taking place around the world, and this in my judgment is the great single factor in so thoroughly enlightening and awakening the people of this country.

Editorialized news stories are not popular here. With few exceptions, newspapers now don't write policy into their news stories. They may have a straightaway policy story on page 1 but any reader can identify it as such. Today you don't find the news stories themselves twisted and warped in a manner which used to be quite commonplace in the past.

Take a look at yester-year's files and you'll see the difference. In the old days, the writing of news stories frequently reflected the publishers' politics. The modern American newspaper reader wouldn't accept such news coverage. But we can never relax our vigilance against the sneakier or subtler forms of propaganda, such as I have already mentioned. In this great work, Sigma Delta Chi has and I have no doubt always will, play a prominent role in keeping journalistic standards high.

Upon whom does the greatest responsibility fall for accurate, unbiased reporting in such an era of crisis upon crisis? While it may be said that the responsibility is apportioned among many, in the last analysis it rests perhaps most heavily upon the man at the source of the news, the working newspaperman out on the story and handling it over the desk. In these controversial times he must be expert in discovering the truth, clear-sighted, and absolutely free from any commitment that might interfere with unclouded thought and action in staying right in the middle of the road, in reporting all the facts on all news-worthy issues.

In this age of mass production and regimentation it is therefore well to remember that the newspaperman is still an individualist, and is still in a position where he can stand or fall on his own efforts and accomplishments.

THERE are two ways to cover every story. One is the easy way which leads to mass reporting and dead-leveling; the other is the individualistic way which requires additional effort and harder work but gets infinitely better results, not only for the news agency or newspaper involved, but also for the reporter himself. The man in a foreign environment particularly must keep his curiosity in high gear all the time, have a questing and inquiring mind that refuses to accept the obvious.

We recently had a correspondent in Rome who exemplified these points in his coverage of the "test mobilization" which marked the beginning of the Italian drive into Ethiopia. He hadn't been there very long and so he didn't take as much for granted as some of

the older and more experienced correspondents.

At luncheon one day at a villa outside Rome with a group of American and British correspondents and a few government officials, we were talking about when the expected mobilization might occur. Our correspondent said flatly he thought it would be that very afternoon. The others looked surprised, but laughingly explained his prediction away. "Impossible," they said.

But what he had not told the luncheon group was that he had just received a tip by phone from an authoritative source saying the mobilization would be held between 2:00 and 4:00 p. m. that day, and had phoned his office to be in readiness.

Our party broke up. We started the four-mile drive back to the city, past the Villa Torlonia, home of Mussolini, and just reached the Piazza Barberini, one of Rome's public squares at 3:17 p. m., when a chorus of factory whistles blasted the signal we had been waiting for. Hundreds of church bells joined the din—it was the test mobilization.

That night the *United Press* predicted that the march into Ethiopia would begin within 48 hours. Our cue was a cable from Webb Miller, ace *UP* reporter at the front with the Italian forces, which read simply, "Assume all preparations completed there." Again the staff was prepared for instant clearing of news of Mussolini's next world-shaking step and it came—early the next morning—in a clean beat from Miller announcing that the first Italian troops had crossed the Mareb River at dawn.

IT is no accident when a correspondent has an inside source to steer him on coming events. People of all kinds, from chambermaids to members of royal families, may at one time or another co-operate with newspapermen by tipping them on things just happening behind the scenes which will make the morrow's headlines world-widely. Knowing the right people in the right places at the right time is part of the artistry of news gathering. So is thinking weeks and months ahead of the news, planning even years in advance and carefully, painstakingly building sources around personages who are bound sooner or later to be in the headlines. The potential news-figure may be a world-famous man, or a comparative unknown whom some keen correspondent has singled out for rise to eminence.

It was that kind of brilliant, individual effort by a member of the London staff that enabled the *United Press*

to report in advance that King Edward VIII's decision to abdicate would be "irrevocable"—when there was still a shadow of doubt in some quarters as to whether he would abdicate at all—and his decision was "irrevocable" when it came, as you all know.

In reporting the events of the Simpson-King Edward story leading up to the abdication, American correspondents in London ran up against a tacit news boycott among British newsmen. Native correspondents co-operated most unwillingly in what they regarded as "American scandal-mongering." Despite this, we were able to announce that a "constitutional crisis" had arisen because of Edward's desire to marry Mrs. Simpson, days before it was officially recognized.

On this story we had an excellent opportunity to demonstrate the efficacy of the kind of reporting that can be done when the staff is prepared to get the news whether it comes in the accustomed way or whether it can only be secured by going literally to the source of the news. For months and years previously our men had cultivated news-sources in all circles and of all kinds—not with the idea of using them for any specific story—but with the purpose of having contacts in high places against the day when circumstances MIGHT make them useful. All of a reporter's work may not show up in today's news. Laying his lines now in places where news may emanate later is like taking out an insurance policy on a future story. It is an important and likely to be overlooked part of his work.

THERE never was a greater opportunity than exists today for the ambitious newspaperman to achieve individual success. On every side there are challenges to reportorial ingenuity, enterprise, resourcefulness and perseverance.

The newspaper profession urgently needs young recruits, ambitious to tackle energetically the job of reporting factually, honestly and enthusiastically today's swift-moving news.

I know of few other careers where there is so much reward for initiative and breaking away from the beaten path—for thinking harder and faster than your competitor.

In this direction of individual achievement lie the greatest opportunities for developing journalism as a profession and an art. We newspaper people too long have been remiss in allowing ourselves to be portrayed to the public as a happy-go-lucky, erratic, occasionally brilliant class of workers, wisecracking our way to within an hour of the deadline and

then, with the aid of the office boy, miraculously scooping the town. Perhaps inwardly we enjoy the romantic aura that goes with the old-fashioned conception of a newspaperman.

But, as a matter of fact, we all know that getting out a good paper is a job calling for more and more intelligence and steady application of hard work. The news appetites of our readers are becoming better educated and more discriminating. They want to know more and more the "why" and the backgrounds of events in the news. This sharper reader-perception can only be satisfied by continued improvement in the quality of news reporting and writing.

For example, we are learning that the stream of news as presented in our papers cannot be allowed to run jerkily, disconnectedly, as a series of unrelated events. There is a continuity in news, as in life, of which the reporter has learned to take cognizance. He is a trained observer, not only of our todays, but of all our yesterdays and our tomorrows. Today's story shifts as rapidly from the front page as the sands fall through an hour-glass, but in the next hour and the days that follow, those same particles, in new guise, will reappear—trailing behind them their memory of the past and pointing as they go, a forecast of the future.

It has become the reporter's art to grasp the larger implications of events as well as to report their immediate circumstances.

THERE is a great opportunity today for us of Sigma Delta Chi to do our part in preserving and in forwarding these journalistic standards that have made the newspapers of America such thorough and efficient disseminators of national and international information.

After all, no newspaper can be better than the men who write it and produce it. Let us work constantly to elevate the standards and to make the newspaper business more attractive to men of intelligence and ability so that the quality of our newspapers may be constantly improved.

Let those of us who are in a position to do so support and reward enthusiasm and ability and see that the road is kept open in order that men endowed with these talents may have every opportunity to make the most of them.

Keep the rewards of energy and ambition and integrity burning brightly before the eyes of the newspapermen of the country and make sure that those who excel win these rewards.

AS WE VIEW IT

Stepping Ahead

SIGMA DELTA CHI'S proposed reorganization plan, as we consider it, means no radical or drastic change in the organization's setup. It is rather a strengthening or unifying action that is a natural and logical step ahead in a direction the fraternity has been headed ever since its early days at De Pauw.

Perhaps "reorganization" is in itself the wrong term. It denotes widespread change, new departures. That isn't what Sigma Delta Chi's proposed changes call for. The essence of the plan provides but two major changes—a change in the name of the organization from "fraternity" to "society" and a reclassification of members.

As James C. Kiper, executive secretary, explains in his report of the Topeka convention, the present classifications of "active," "alumni," "associate" and "national honorary" would become "undergraduate," "professional," "associate" and "national honorary."

There would be no change in the first group. "Professional" members would be those actively engaged in the various fields of journalism. "Associate" members, a term now applied to those men elected from the professional field, would under the new plan be those who left journalism for other fields but who still retained an interest in the organization. The fourth classification would remain the same as before.

Men would still be elected from the active fields of journalism by undergraduate and professional chapters, with the approval of the Executive Council. They would become "professional" members instead of being termed "associate" members as at present.

There would be no wholesale admission of members from the active fields of journalism. Selection would be on the same careful basis as at present. There would be no "drive" for members, no effort to enroll entire staffs of papers in one fell swoop. No enrollment "campaign."

Sigma Delta Chi is not endeavoring, in other words, to build a new organization. It seeks to strengthen the present structure, to stress its professional character, intent and objectives.

SIGMA DELTA CHI is and always will be rooted on the campus. If ideals are to be instilled and kept burning it is on the campus they must be nurtured. We wonder if there would be any ideals or ethics in the legal or medical profession were it not that these same ideals and ethics are implanted in the colleges and universities, encouraged and constantly cultivated there?

Sigma Delta Chi has served as a connecting link between undergraduates in schools and departments of journalism and those who have left the campus to enter active journalism. Graduates, through Sigma Delta Chi, have maintained an interest in education for journalism, in the professional and ethical aspects of the publishing world, and in the young men and women entering journalism by way of the colleges and universities. Undergraduates and graduates have met and do meet from time to time in cooperative professional programs.

The strengthening of these bonds, through an increased

professional activity on the part of both undergraduate and graduate chapters, is an important phase of the reorganization program.

Sigma Delta Chi is entering no new fields. It is engaging in no competition with present or future journalistic organizations. With 25 years' history and tradition behind it, the organization is merely going ahead in its own way.

Dynamite Jugglers

TREMENDOUS responsibility has been resting upon reporters and editors in recent weeks. They have been called upon to deal with facts that had the power to plunge nations into violent disagreement and difficulty—if not actual conflict. They have been, as Hugh Baillie so aptly puts it in this issue, "juggling dynamite"—verbal dynamite, to be sure, but perhaps all the more explosive because of that.

News and editorial writers have it within their power to inflame feelings to war-like pitch—or to urge restraint, deliberation and caution. Diplomats have their work to do in times such as these—but even more important than their work is the manner in which the news and editorial writers comment on their efforts.

The Writer's Greatest Benefactor

OF the many tributes penned to the late George Horace Lorimer, none should be more interesting to those engaged in writing and editing than that written by Frank Parker Stockbridge, past national honorary president of Sigma Delta Chi, in the *Villager*, interesting tabloid newspaper which covers the affairs of Greenwich Village.

"The rise of the writing craft in America to an occupation to which thousands of men and women can safely and profitably devote their lives and energies," he writes, "is, I have long held, chiefly due to the policy which Mr. Lorimer adopted at the beginning of his editorship of the *Post*. That was the policy of paying good prices for contributions, of passing upon manuscripts promptly, paying with equal or greater promptness for accepted stories and articles, and of giving the writer the fullest recognition.

"His success put the editors and publishers of other periodicals on their mettle. To compete with the *Post* for circulation they were compelled to compete, first, for contents of equal quality. That meant that they, too, had to accept writers as self-respecting human beings, rather than as hirelings from whom it was the editor's duty to extract the greatest amount of work for the lowest possible recompense. And so, very early in Mr. Lorimer's career, other editors began, one by one, some reluctantly and others wholeheartedly, to deal with authors on a basis of mutual respect. For the first time it became possible for the American writers as a class to earn a comfortable independent living by writing. . . .

"A great editor, an honest man, and the greatest benefactor of all time to the profession of writing—that was George Horace Lorimer."

AT DEADLINE

[Continued from page 2]

THIS department went on a Jayhawk hunt after seeing the unusual pitchers in the coffee shop of the Hotel Jayhawk, convention headquarters. The birds, it appeared, could be bought—for a price. They are imported from Czecho-Slovakia—of all places for a Jayhawk to be created!

Determined to have a pitcher—without resorting to larceny—an expedition to determine the sizes, prices and what-not of the Jayhawk was undertaken. There was, it developed, a price-fixing agreement for the price was the same everywhere. There were little Jayhawks and there were big ones—but no middle-sized ones! Wearily the expedition made its way from store to store.

Had it not been for Jack Kistler the expedition might never have achieved the spectacular success it did. For, in Lawrence, the much-sought middle-sized bird, at an attractive price, was found! Promptly the purchase was made and the bird carefully wrapped in a goodly sized box. There was nothing to do but take it along to the football game between Kansas and Kansas State, for it was almost time for the kick-off.

That resulted in this department's being made the target of a base accusation! For, as your scribe panted up the steps of the stadium a nice appearing but very suspicious elderly gentleman looked at the Jayhawk's box—being handled so carefully by yours truly and hissed as he pointed:

"Look! Just look! Bringing liquor into the stadium!"

Perhaps we should have stopped and explained—but the game was underway. Anyhow, who would have believed, unless shown, there really was a Jayhawk in the box?

WELL, to make a long story longer, that box was carefully placed between the department's number 12's and guarded throughout the game. Then the Jayhawk was conducted safely back to Topeka and the Jayhawk hotel where it rested until train time. It shared your correspondent's berth. Never, throughout the return trip to Detroit, was it entrusted to any but these hands. Porters, red caps, taxi-starters and drivers all reached for it. All offers of assistance were firmly rejected. We were going to get that Jayhawk home in one piece if at all possible.

And, for the benefit of those who wisecracked about the department's solicitude for his Jayhawk, let us hasten to add that the Jayhawk DID ar-

rive safely and made quite a hit with Mrs. Editor and the two Editorial Distractors—Five and Two. It drooped a bit while passing through Missouri, it appeared, but has recovered and seems to be doing quite well in spite of a rather raw Michigan winter.

APPARENTLY, however, Marco Morrow figured that no Jayhawk should have to live alone in Michigan and like it. It might get too lonely, in spite of the care and attention of the Editorial household.

So, a few days ago, when a package from Topeka was opened by this de-

partment, out popped a sprightly little Jayhawk to keep our other Jayhawk company.

Thanks, Marco, for sending that little chap along.

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GET SET!

There has been very little hiring of new men, or changes made on staffs of newspapers, magazines, press associations, publicity and advertising agencies during the past three months. This condition seems to be linked directly with general business and stock market fluctuations.

But, experts say that the goose bumps of investors and business will go away soon and we will see employment conditions favorable once more.

Every member of Sigma Delta Chi who is interested in a new job should register with The Personnel Bureau immediately and get his name on the active list to be considered for all jobs reported to The Bureau. Maybe that job you've been waiting for will come in—and let's hope your record will be on file for immediate consideration!

Write today for registration form and information. The registration fee is only \$1 for three years.

THE PERSONNEL BUREAU of Sigma Delta Chi

35 East Wacker Drive
Chicago, Illinois

2387 Teviot Street
Los Angeles, Calif.

Puts the Right Man in the Right Place

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